

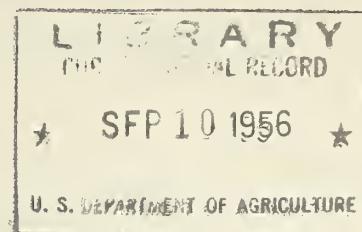
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# Consumer Purchases of Selected FRUITS AND JUICES



in JUNE

1956



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

August 1956

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Agriculture - Washington

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN JUNE 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

About 4.7 million gallons of frozen concentrated orange juice were bought by United States householders during June 1956, according to reports from a national sample of approximately 6,000 families. The volume was slightly smaller than that purchased in May 1956 and in June a year earlier, reflecting decreases in the proportion of families buying. Prices paid for frozen concentrated orange juice continued to be higher than a year earlier.

Household purchases of frozen concentrated grape juice during June 1956 were about 9 percent larger than in June 1955. This increase, as well as an increase in purchase of other frozen concentrated juices, however, failed to offset smaller purchases of frozen concentrated orange juice.

Purchases of frozen concentrate for lemonade continued to show a seasonal increase in June. Purchases were also well above a year earlier, reversing the downward trend evidenced in other recent months. Prices paid for frozen concentrate for lemonade were slightly lower than in June 1955.

Household buying of shelf-pack lemonade concentrate during June 1956 was equal to that of a year earlier. Purchases of this product in previous months this season have not been in sufficient volume for analysis and inclusion in these reports.

Canned single-strength orangeade continued to be purchased by householders in larger volume than a year earlier. Shelf-pack concentrate for orangeade, however, was purchased in smaller volume during June than a year earlier.

As a result of larger purchases of grapefruit, lemon, pineapple, and prune juices during June 1956, total purchases of canned single-strength juices by householders were about 5 percent larger than a year earlier. Householders reported smaller purchases than a year earlier of orange juice and orange-grapefruit blended juice. Grape juice and tomato juice were also purchased in smaller volume than a year earlier. Prices paid for grapefruit juice, pineapple juice, and prune juice were about the same as a year earlier. Prices paid for orange, orange-grapefruit blended juice, and tomato juice were somewhat higher--2 to 4 cents a 46-ounce can--than a year earlier. Prices paid for lemon juice and grape juice were slightly lower than in June 1955.

With the exception of lemons, fresh citrus fruit purchases during June were seasonally lower. Total purchases of fresh citrus during June were smaller than in June last year. Lemon purchases were only slightly lower than

in June 1955, but orange and grapefruit purchases were about 14 percent and 9 percent lower, respectively. Prices paid for oranges averaged about 9.5 cents higher per dozen, and for lemons, 3.6 cents higher, than in June 1955. Householders during June paid about the same for fresh grapefruit as in the corresponding month of 1955.

#### FROZEN JUICES AND ADES

Householders' purchases of frozen concentrated orange juice in June were down about 5 percent, compared with May 1956 and June 1955 (fig. 4). The decline in purchase volume from a year earlier resulted from a decrease in the proportion of families buying--28.6 percent of the Nation's families in June 1956, compared with 30.7 percent in June 1955. Prices paid by householders for frozen concentrated orange juice continued to be higher than a year earlier, averaging 16.8 cents a 6-ounce can in June 1956, up 1.3 cents from June 1955 (table 2).

Frozen concentrated grape juice purchases rose seasonally in June 1956, with householders purchasing approximately 410,000 gallons, compared with about 330,000 gallons in the preceding month. Householders also bought about a 9 percent larger volume of concentrated grape juice during June 1956 than in June 1955, continuing the higher level of purchase made this year compared with last.

Prices paid by householders for frozen concentrated grape juice during June 1956 averaged slightly lower than in June 1955 (table 2).

Purchases of frozen concentrate for lemonade during June 1956 were up sharply from the preceding month. Purchases during June also were well above--about 25 percent--the volume bought during June a year earlier (fig. 5). The proportion of the Nation's families buying frozen concentrate for lemonade during June was 16 percent of all families, compared with 7 percent in May 1956 and 15 percent in June 1955. Larger average purchases by buying families during June 1956 contributed to the larger volume of purchases. Prices paid for frozen concentrate for lemonade averaged slightly lower than in June 1955, and were almost unchanged from May 1956 (table 2).

Householders during June 1956 bought about the same volume of shelf-pack concentrate for lemonade as a year earlier. This was the first time this season that purchases have been large enough to report. Prices paid averaged slightly higher than in June 1955 (table 2).

Householders again reported larger purchases of single-strength orangeade during June 1956 than in the corresponding period a year earlier. Volume of purchases during June were moderately larger than in May 1956, and materially larger--38 percent--than in June last year (fig. 5). An increase in the proportion of families buying was the principal factor in this larger purchase volume. The purchase of a larger average quantity by those buying also contributed to the heavier volume of purchases in June 1956.



Householders paid an average of 26.2 cents for a 46-ounce can of orangeade during June 1956--0.7 cents less than in June 1955 (table 1).

Purchases of shelf-pack concentrate for orangeade during June were smaller than in June a year earlier. This decrease was the result of a decline in the proportion of families buying. Prices paid for shelf-pack orangeade were almost unchanged from a year earlier (table 2).

### CANNED JUICES

Canned single-strength orange juice was purchased by about 10 percent of United States householders during June, almost the same proportion as in June 1955. However, as a result of smaller average purchases by those buying, total purchases during June 1956 were almost 14 percent smaller than in June last year. Consumers paid an average of 34.5 cents per 46-ounce can of orange juice during June 1956, about 4 cents higher than in June a year earlier, and the highest price reported since the 1950-51 season (table 1).

Smaller purchases by householders of canned single-strength orange-grapefruit blended juice were made during June 1956 than a year earlier. Volume of purchases was also down from the preceding month (fig. 6). The decline from the preceding month resulted from a decrease in the proportion of families buying, while the smaller purchase volume compared with June 1955 resulted from a decline in both the proportion of families buying and in the average quantity bought by these families. Prices paid for blended juice averaged 1.9 cents higher per 46-ounce can than in June 1955 (table 1).

Householders during June 1956 continued to report larger purchases of grapefruit juice than a year earlier. Larger purchases were maintained as a result of slight increases in both the proportion of families buying and the average quantity bought by these families. Prices paid for grapefruit juice were almost unchanged from June 1955, averaging 24.6 cents a 46-ounce can for all household purchases (table 1).

Purchases of single-strength lemon juice, which had been generally lower this season than last, showed a large increase in June 1956. Purchase of 116,000 cases equivalent No. 2 cans--about a 40 percent larger volume than in June 1955--was reported by householders during June 1956. Prices paid rose slightly from May 1956, but were slightly lower than in June a year earlier (table 1).

The volume of canned and bottled grape juice bought by United States householders in June dropped slightly from June 1955. The decrease can be attributed solely to a decline in the proportion of families buying, as the average quantity purchased by such families was almost unchanged from a year earlier. Householders reported paying slightly lower prices than a year earlier for single-strength grape juice (table 1). Purchases of pineapple juice in June 1956 were well above the preceding month, and were about 9 percent larger than in June 1955. The volume of pineapple juice bought by

householders during the month was greater than that of any other canned single-strength juice. Larger average purchases by buying families were almost entirely responsible for the larger total volume of purchases. Prices paid for pineapple juice were unchanged from a year earlier but were down slightly from May 1956 (table 1).

Purchases of prune juice by householders during June held at about the same level as in the preceding month. Householders, however, continued to report purchase volumes well above a year earlier, with June purchases almost 30 percent larger than in June 1955. Prices paid for prune juice during June 1956 averaged 32.5 cents a 46-ounce can--unchanged from June 1955.

As a result of a decline in the proportion of families buying, the volume of tomato juice purchased by household consumers during June was smaller than in June a year earlier. For this smaller volume of purchase--totaling almost 1.4 million cases equivalent No. 2 cans--householders paid prices that averaged about 2.5 cents higher per 46-ounce can than in June 1955 (table 1).

#### FRESH CITRUS

Householders bought about 1,700,000 boxes of oranges in June, almost a 14 percent decrease from June 1955. Purchases were down sharply from the preceding month as a result of the seasonal decline in fresh shipments (fig. 7).

About 31 percent of the Nation's families bought fresh oranges during June, compared with about 40 percent of all families in May 1956 and about 35 percent in June 1955. Buying families also reported the purchase of a smaller average number of oranges during June 1956, compared with these earlier periods.

Slightly more than 50 percent of the fresh oranges purchased in June were identified as California-Arizona oranges, and about 35 percent as Florida oranges. Householders failed to identify as to origin the remaining 15 percent of total purchases.

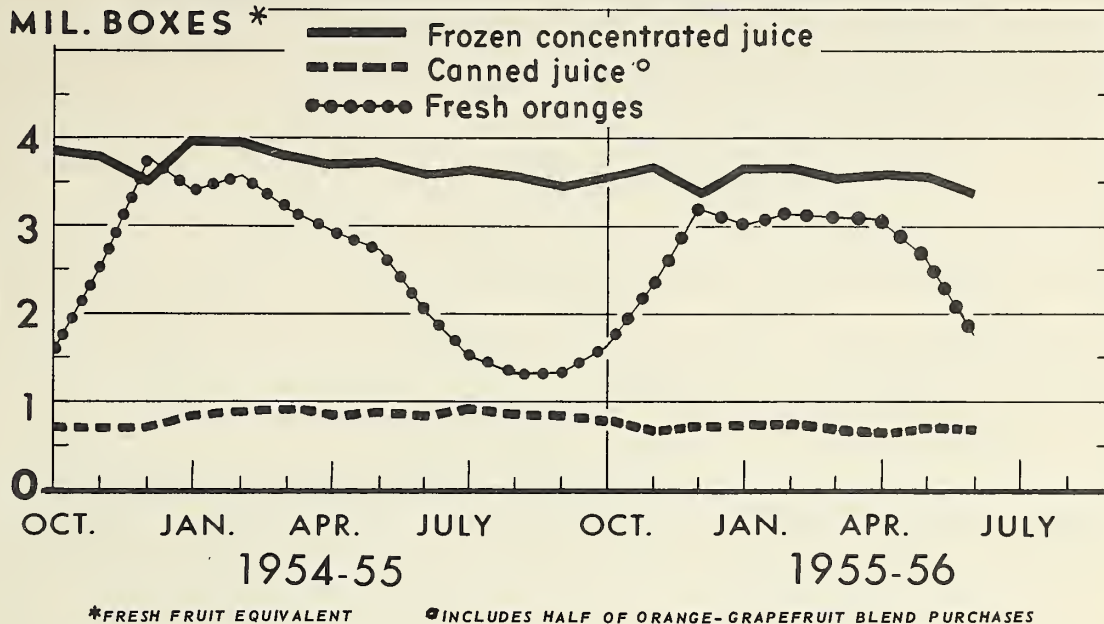
Prices paid for oranges were only slightly up from the preceding month, but were about 9.5 cents higher per dozen than in June a year earlier (table 3).

Purchases of fresh grapefruit by householders during June amounted to nearly 900,000 boxes, about a 9 percent volume decrease from June 1955. This decline was the result of a decrease in the proportion of families buying. Prices paid for fresh grapefruit were almost unchanged from a year earlier (table 3).

The volume of fresh lemons bought by householders during June was about 38 percent greater than in the preceding month. Purchases, however, were slightly smaller--2.4 percent--than in June 1955. On the average, buying families purchased slightly more than 1 dozen lemons during June--almost the same average quantity reported in June 1955. Consumers paid an average of 44 cents per dozen for lemons during June 1956, about 3.6 cents a dozen higher than in June 1955 (table 3).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

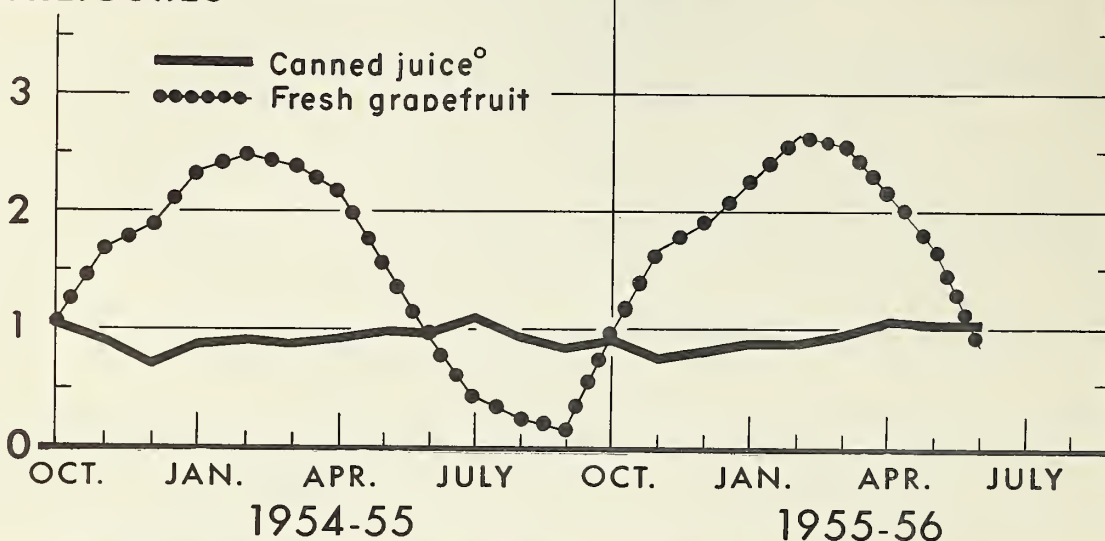
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May	2,617	2,709	3,565	3,700	685	872	6,867	7,281
June	1,726	2,001	3,390	3,568	684	822	5,800	6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930-56 (8)

AGRICULTURAL MARKETING SERVICE

Figure 2

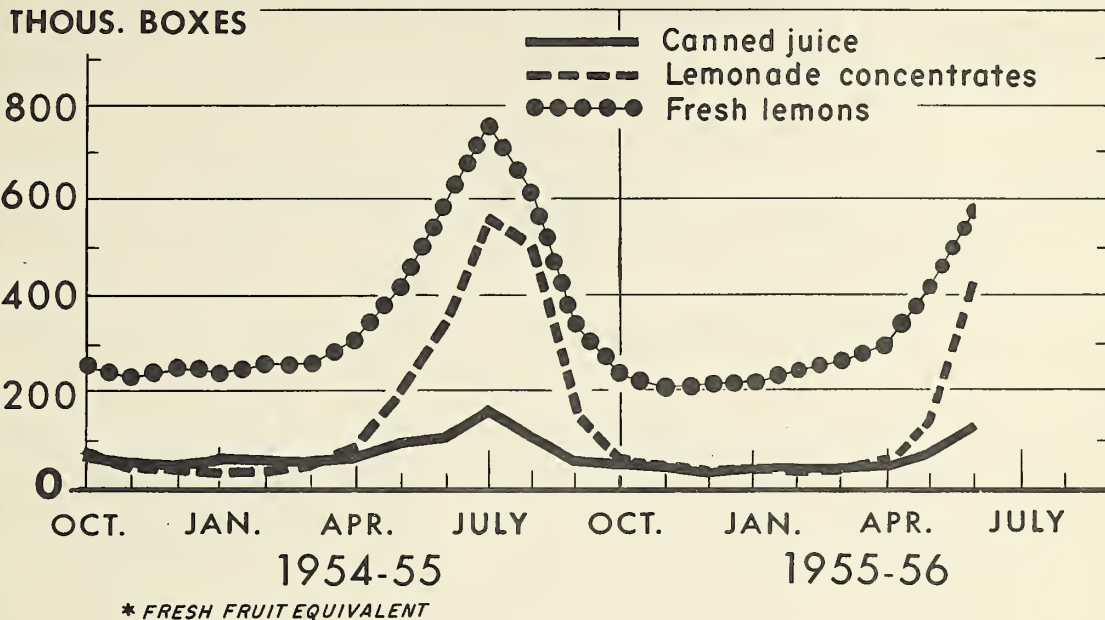
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December 2/	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March 2/	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
May	1,668	1,552	1,032	978	2,700	2,530
June	860	948	1,034	970	1,894	1,918
October-June 2/		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season 2/		18,905		12,016		30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April	288	307	46	54	58	68	59	72	393	433
May	416	407	71	84	135	187	138	197	625	688
June	573	587	124	96	410	327	425	342	1,122	1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

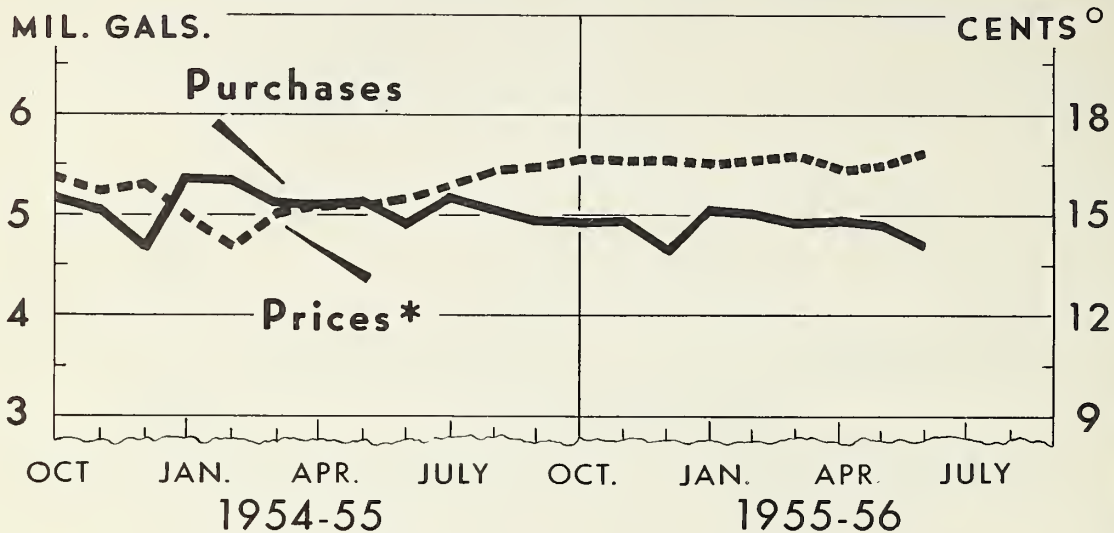
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 4

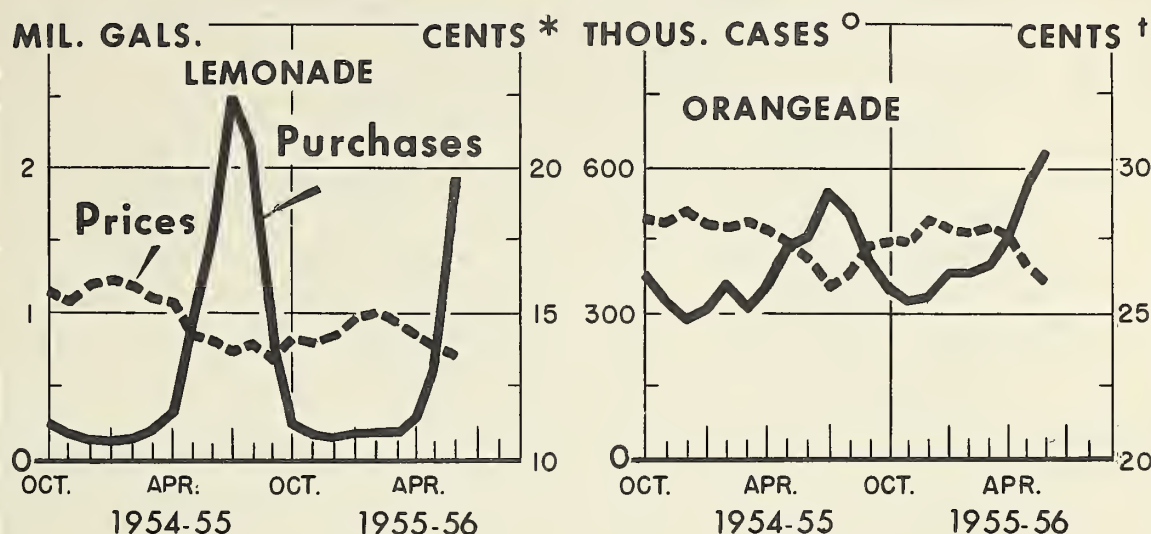
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May	4,917	5,111	16.5	15.3
June	4,676	4,928	16.8	15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



\* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 56 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

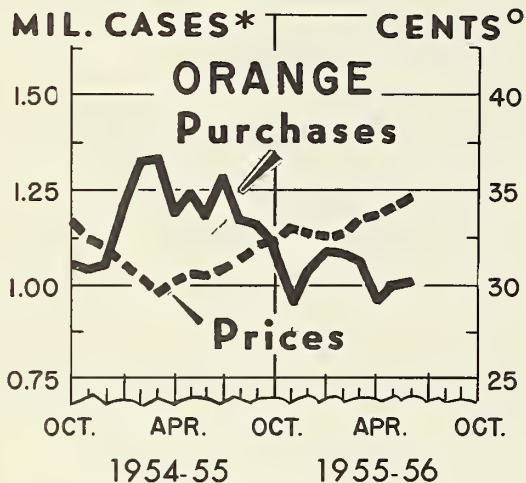
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	26.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May	640	887	13.8	14.3	563	436	26.7	27.5
June	1,942	1,551	13.6	14.0	634	458	26.2	26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

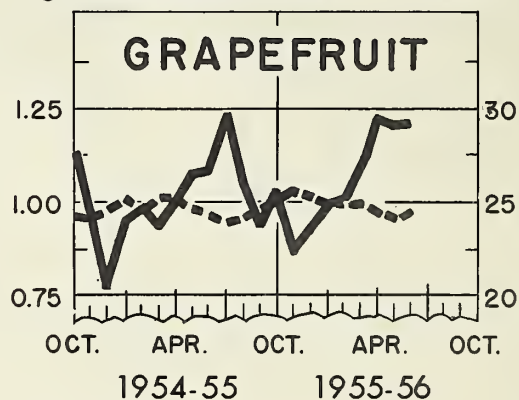
# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

MIL. CASES\* — CENTS°



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
	1955-56 <sup>1</sup>	1954-55	1955-56 <sup>1</sup>	1954-55	1955-56 <sup>1</sup>	1954-55	1955-56 <sup>1</sup>	1954-55	1955-56 <sup>1</sup>	1954-55	1955-56 <sup>1</sup>	1954-55
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
May	1,000	1,241	34.2	30.6	1,204	1,077	24.4	24.6	277	307	29.1	28.3
June	1,013	1,176	34.5	30.5	1,221	1,030	24.6	24.4	247	280	30.0	28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



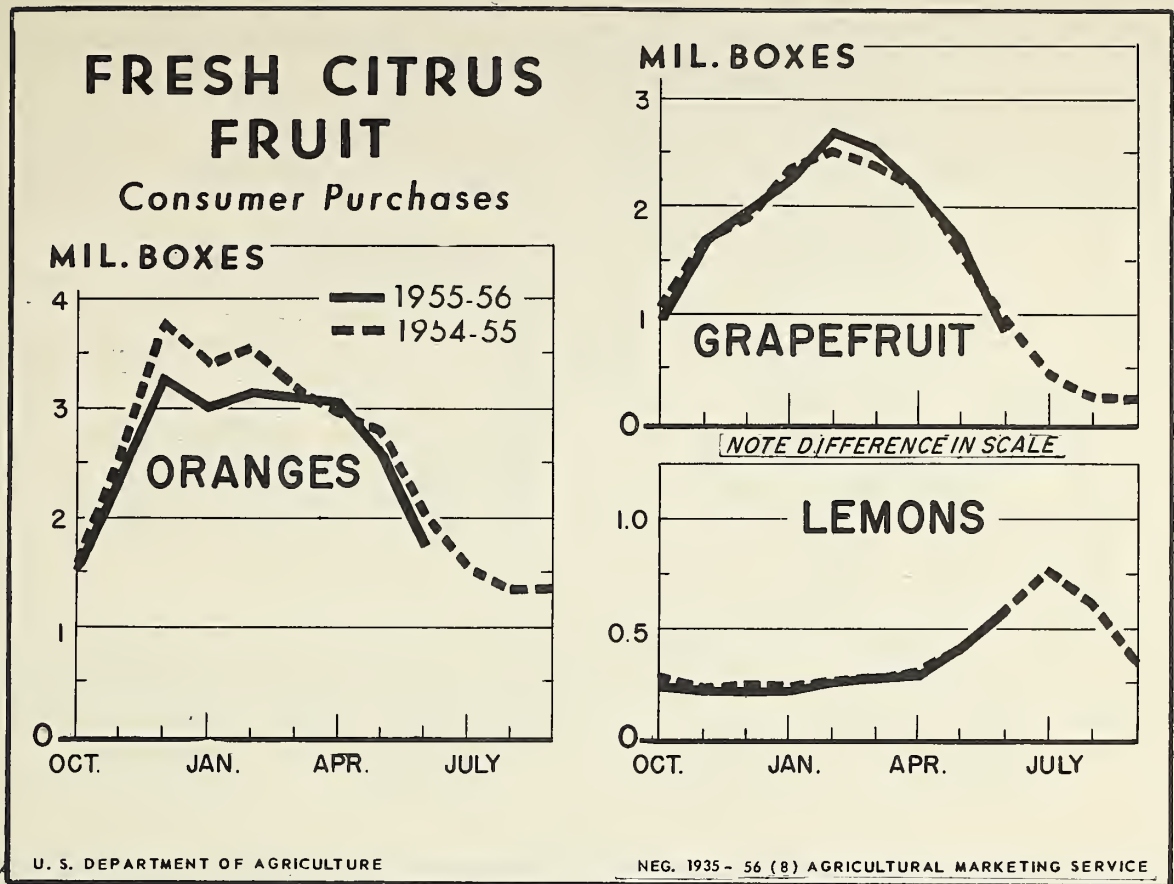


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	904	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December 1/	8,020	8,612			5,165	5,121			713	785		
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March 1/	18,166	19,543			13,370	12,995			1,492	1,583		
April	3,055	2,965	45.8	42.2	2,165	2,162	81.1	82.9	288	307	42.5	41.3
May	2,617	2,709	51.5	42.8	1,668	1,552	91.3	93.3	416	407	40.2	41.9
June	1,726	2,001	53.0	43.5	860	948	100.5	101.5	573	587	44.0	40.4
October-June 1/		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

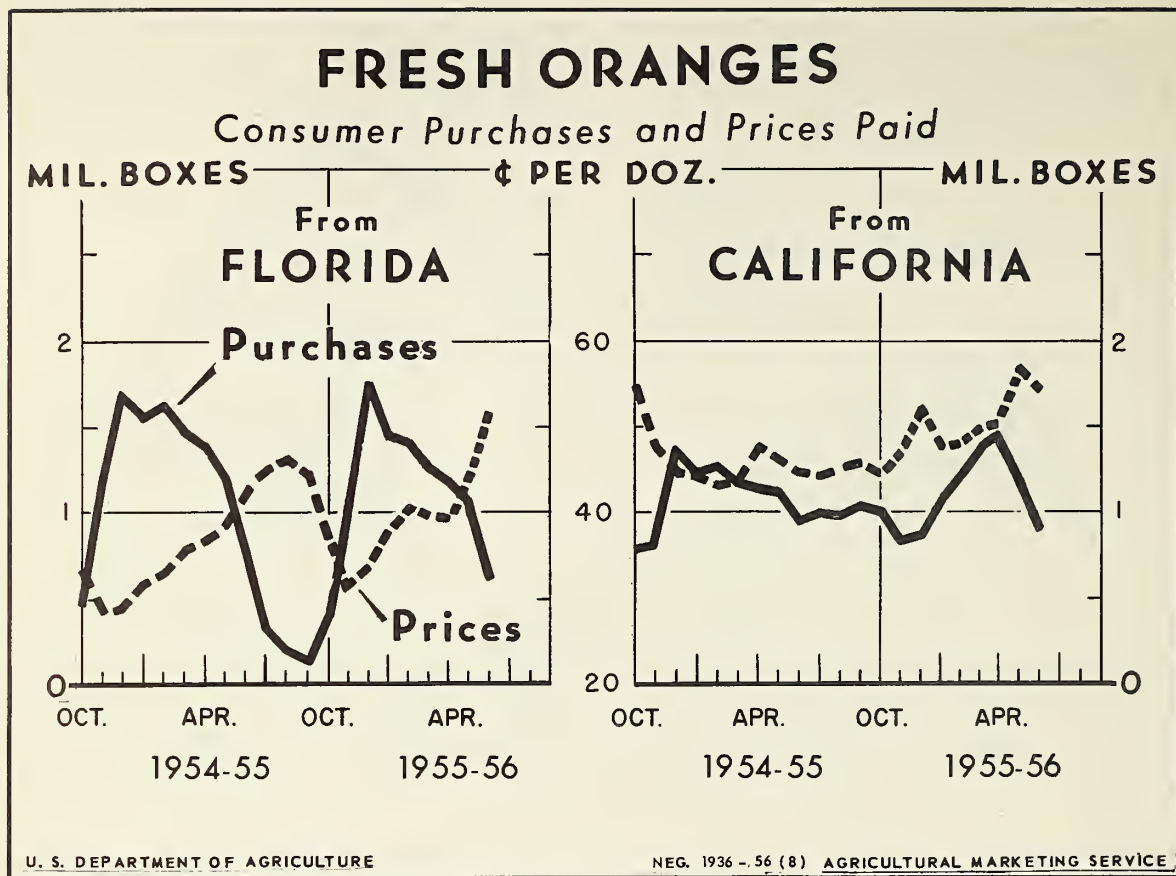


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date.

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,384	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May	1,065	1,204	44.5	38.3	1,190	1,116	56.9	46.4
June	596	746	51.5	42.6	892	963	54.1	44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, June 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.0	10.3	1,013	1,176	1.6	1.7	54.6	58.2	46	34.5	30.5
Grapefruit	9.8	8.9	1,221	1,080	1.6	1.6	68.3	66.8	46	24.6	24.4
Orange and gqft. blend	3.0	3.2	247	280	1.4	1.4	53.6	57.9	46	30.0	28.1
Lemon	4.8	3.7	116	83	1.3	1.3	16.6	14.7	5½	12.2	12.9
Grape	5.1	5.9	237	253	1.3	1.4	31.2	28.5	24	33.2	34.2
Pineapple	14.6	14.4	1,516	1,392	1.5	1.5	61.1	56.9	46	27.1	27.2
Prune	7.6	7.0	666	514	1.9	1.8	39.8	37.3	32	32.5	32.5
Tomato	15.0	17.5	1,384	1,635	1.6	1.5	52.7	54.6	46	29.1	26.6
Total 2/	48.2	48.0	7,596	7,239	2.7	2.6	50.8	50.9			
Canned ades											
Orangeade	5.2	4.0	634	458	1.5	1.5	72.3	67.4	46	26.2	26.9

1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Includes other canned single-strength juices.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, June 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	28.6	30.7	4,676	4,928	2.2	2.2	19.8	19.2	6	16.8	15.5
Grape	5.7	5.5	408	374	1.5	1.5	12.8	12.2	6	19.5	20.2
Other concentrates	1/	1/	308	242	1/	1/	14.4	13.6	6	15.3	15.7
Total	31.7	32.8	5,392	5,544	2.4	2.5	18.6	18.2			
Concentrated ades											
Frozen											
Lemonade	16.4	14.8	1,942	1,551	1.6	1.6	19.0	17.6	6	13.6	14.0
Shelf pack											
Lemonade	1.1	1.2	72	72	1.4	1.1	12.7	13.7	6	15.5	14.6
Orangeade	1.7	1.9	161	173	1.6	1.4	14.9	16.7	6	16.5	16.2

1/ Information not available.



Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, June 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1956	1955	1956	1955	Purchases		Quantity per purchase		1956	1955
					1956	1955	1956	1955		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	19.9	21.4	892	963	1.7	1.7	11.6	12.5	54.1	44.7
Florida	10.5	11.7	596	746	2.0	2.0	11.1	12.6	51.5	42.6
Unidentified	6.3	7.1	224	273	1.4	1.4	10.6	11.8	51.8	41.2
Total 1/	31.3	34.5	1,726	2,001	2.1	2.1	11.3	12.4	53.0	43.5
Grapefruit										
California-Arizona	2.9	2.2	144	120	1.5	1.7	4.7	4.7	91.4	91.8
Florida	8.1	9.6	421	518	1.8	2.0	4.4	3.9	108.8	105.5
Unidentified	6.0	6.4	274	285	1.4	1.5	4.7	4.2	96.5	101.0
Total 1/	15.1	16.7	860	948	1.8	2.0	4.6	4.1	100.5	101.5
Lemons										
Total 2/	52.8	55.1	3,163	3,537	2.8	2.9	8.7	9.2	54.3	47.5

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.